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ABSTRACT

This guide discusses the use of focus groups in marketing research for higher education. It describes the differences between qualitative and quantitative research, and examines when it is appropriate to use focus group research, when it is not, and why. The guide describes a step-by-step approach in how to plan, formulate, moderate, and report and evaluate focus group marketing research. Specific areas of discussion include (1) reasons for considering the use of focus groups, (2) screening and recruiting group members, (3) the type of facilities most conducive for conducting focus group meetings, (4) considerations in successfully running a marketing research focus group, (5) developing a moderator's guide, (6) how to combine question-asking with moderating, (7) dealing with focus group problems, and (8) the pros and cons of using specific types of reporting vehicles for focus group management. Examples and samples are also supplied to aid interested parties in developing their own focus group research. Contains a 163-item bibliography. (GLR)

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